

LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY
1362 Rutan Court, Suite 100
Livermore, CA 94551

PROJECTS and SERVICES COMMITTEE MEETING / COMMITTEE OF THE
WHOLE

COMMITTEE MEMBERS

SCOTT HAGGERTY – CHAIR
DAVID HAUBERT – VICE CHAIR

KARLA BROWN
STEVEN SPEDOWFSKI

DATE: Monday, September 26, 2016

PLACE: Diana Lauterbach Room LAVTA Offices
1362 Rutan Court, Suite 100, Livermore

TIME: 4:00p.m.

AGENDA

1. Call to Order and Pledge of Allegiance

2. Roll Call of Members

3. Meeting Open to Public

- Members of the audience may address the Committee on any matter within the general subject matter jurisdiction of the LAVTA Board of Directors.
- Members of the audience may address the Committee on items on the Agenda at the time the Chair calls for the particular Agenda item.
- Public comments should not exceed three (3) minutes.
- Agendas are published 72 hours prior to the meeting.
- No action may be taken on matters raised that are not on the Agenda.

4. Minutes of the August 22, 2016 Meeting of the P&S Committee.

Recommendation: Approval

5. Fixed Route Passenger Satisfaction Survey 2016

Recommendation: None – information only.

6. 2017 Fiscal Year Marketing Plan Update and Rebranding

Recommendation: The staff recommendation is that the Project & Services Committee receives a report on the FY2017 Marketing Plan and the FY2017 Rebranding Project and provides direction to staff.

7. Contract Award for Individualized Marketing Services

Recommendation: Staff requests that the Project & Services Committee recommend to the LAVTA Board the award of contract for purchase of individualized marketing services to Steer Davies Gleave in the amount of \$129,950 for the period of one (1) year, with an option to extend the contract one (1) additional year. Additionally staff requests a 15% contingency for the project and authorization for the Executive Director to execute the contract.

8. Management Action Plan

Recommendation: None – information only

9. Preview of Upcoming P&S Committee Agenda Items

10. Matters Initiated by Committee Members

11. Next Meeting Date is Scheduled for: October 24, 2016

12. Adjourn

Please refrain from wearing scented products (perfume, cologne, after-shave, etc.) to these meetings, as there may be people in attendance susceptible to environmental illnesses.

In the event that a quorum of the entire Board is present, this Committee shall act as a Committee of the Whole. In either case, any item acted upon by the Committee or the Committee of the Whole will require consideration and action by the full Board of Directors as a prerequisite to its legal enactment.

I hereby certify that this agenda was posted 72 hours in advance of the noted meeting.

/s/ Jennifer Suda

9/22/16

LAVTA Administrative Services Department

Date

On request, the Livermore Amador Valley Transit Authority will provide written agenda materials in appropriate alternative formats, or disability-related modification or accommodation, including auxiliary aids or services, to enable individuals with disabilities to participate in public meetings. A written request, including name of the person, mailing address, phone number and brief description of the requested materials and preferred alternative format or auxiliary aid or service should be sent at least seven (7) days before the meeting. Requests should be sent to:

*Executive Director
Livermore Amador Valley Transit Authority
1362 Rutan Court, Suite 100
Livermore, CA 94551
Fax: 925.443.1375
Email : frontdesk@lavta.org*

AGENDA

ITEM 4

LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY
1362 Rutan Court, Suite 100
Livermore, CA 94551

PROJECTS and SERVICES COMMITTEE MEETING / COMMITTEE OF THE
WHOLE

COMMITTEE MEMBERS

SCOTT HAGGERTY – CHAIR	KARLA BROWN
DAVID HAUBERT – VICE CHAIR	STEVEN SPEDOWFSKI

DATE: Monday, August 22, 2016

PLACE: Diana Lauterbach Room LAVTA Offices
1362 Rutan Court, Suite 100, Livermore

TIME: 4:00p.m.

MINUTES

1. Call to Order and Pledge of Allegiance

Committee Chair Scott Haggerty called the meeting to order at 4:00 pm.

2. Roll Call of Members

Members Present

Scott Haggerty, Supervisor, Alameda County
Steven Spedowfski, Councilmember, City of Livermore
Karla Brown, Councilmember, City of Pleasanton
Don Biddle, Councilmember, City of Dublin

Members Absent

David Haubert, Mayor, City of Dublin
Laureen Turner, Councilmember, City of Livermore
Jerry Pentin, Councilmember, City of Pleasanton

3. Meeting Open to Public

Robert Allen
Mr. Allen is requesting direct shuttle service from Park-N-Ride to BART during the peak hours during the weekdays with every train.

4. Minutes of the June 27, 2016 Meeting of the P&S Committee.

Approved: Brown/Biddle
Aye: Brown, Biddle, Haggerty, Spedowfski

No: None
Abstain: None
Absent: Haubert, Turner, Pentin

5. Rebranding Project

Scott Kirk from PAVLOV provided a PowerPoint presentation regarding the results of the rebranding project. After two focus group meetings with input from residents of the Tri-Valley a vote was conducted and the brand name chosen was TRI-GO. Supervisor Scott Haggerty requested public assistance in renaming Wheels for the rebranding project. Michael Tree stated that we could have a public outreach event for the rebranding project to conduct a naming survey. Scott Kirk followed-up that an email could be sent for public response as an alternative option. The Project and Services Committee approved the branding change.

This was informational only.

6. FY 2016 4th Quarter Report – Operations

Staff provided information on the 4th Quarter FY2016 (April – June) Operation statistics. Discussed was the fixed route, paratransit, and operational performance metrics. LAVTA had a 4.0% decrease of ridership in the fourth quarter. Ridership trends at the individual route level were mixed, but the two ACE connector routes were trending on an upward path. On-time performance decreased slightly to 79.4%. Paratransit decreased by 9.2% for passengers and decreased 3% for number of trips. LAVTA's fixed route contractor recorded 12 accidents in the 4th quarter, nine were determined preventable, and three deemed non-preventable. Two accidents resulted in major damage, ten with minor or no damage, and none resulted in bodily injury. Complaints were lower in the 4th quarter may be related to the service change outreach that provided other means for the community to provide feedback and ask questions. Paratransit had a marked increase in valid complaints.

This was informational only.

7. Fourth Quarter 2016 Marketing and Outreach Activities

Staff provided an update on the 4th Quarter Marketing and Outreach activities and a preview of upcoming events.

This was informational only.

8. Executive Director's Report

The Executive Director's Report provided information on Implementation of Fixed Route Changes on August 13, 2016, Historic Depot Project, and Other Projects. Michael Tree expressed to the Project and Services Committee that the system changes went very well and that staff worked tirelessly. Las Positas College are content with the Easy Pass and having the 30R stopping at their campus. Michael Tree stated that LAVTA has received press coverage regarding Wheels on

Demand and it would be great to receive feedback.

This was informational only.

9. Preview of Upcoming P&S Committee Agenda Items

10. Matters Initiated by Committee Members

None.

11. Next Meeting Date is Scheduled for: September 26, 2016

12. Adjourn

Meeting adjourned 4:58 pm.

AGENDA

ITEM 5

STAFF REPORT

SUBJECT: Fixed Route Passenger Satisfaction Survey 2016

FROM: Cyrus Sheik, Senior Transit Planner

DATE: September 19, 2016

Action Requested

This is an informational item only.

Background

LAVTA conducts an annual on-board fixed-route passenger survey to gauge passenger satisfaction in order to continually improve the quality of its service. The results of the surveys are also used to calculate service quality standard indicators upon which the operations contractors' annual incentives are based. Both fixed route as well as paratransit riders are surveyed; this report discusses the results from the fixed route survey.

Discussion

Methodology

This year's survey was conducted during the months of June and July, 2016, prior to the major service (COA) changes that were implemented on August 13. To complete the survey, LAVTA hired temporary staff as well as deployed interns to ride Wheels buses and administer the survey to passengers. These surveyors boarded mainline routes and asked each boarding passenger if they would like to complete a Wheels customer satisfaction survey. Surveyed trips were focused on the trunk routes, Routes 10 and 30 (Rapid), but also included surveying the shorter local routes. A total of 215 completed surveys were received.

The survey questionnaire (Attachment 1) was based on the basic customer service survey LAVTA uses each year, and was provided to passengers in English and Spanish.

Survey Results

The full tally of the 2016 survey results is shown in Attachment 2. The core item in the survey related to quality-of-service aspects, such as schedule adherence, cleanliness of buses, and driver courtesy, while the remainder of questions addressed rider profile, such as age and household income. As the 2016 survey was similar to ones undertaken in recent years, a meaningful trend comparison can be made; however, note that as last year's (2015) survey was done as part of the COA study and tallied slightly differently, some of the rider profile indicators from this year's survey will be compared with the survey undertaken in 2014.

Quality of service: As in recent years past, respondents this year gave the Wheels service fairly high marks on quality-of-service aspects, as indicated by their scoring on a 1-5 scale where 1 is the worst and 5 is the best. All of the service quality aspects were given a 3 point grading or better by 93% of the respondents, a 4 point grading or better by 72%, and an excellent (5) rating by 39% or better of those surveyed.

The area that was given the highest share of excellence was whether passengers felt safe when riding the bus, while that related to on-time performance received the lowest relative share. Passengers' opinion rating of the Wheels service across the board averaged a 4.3 point score on the 1-5 scale.

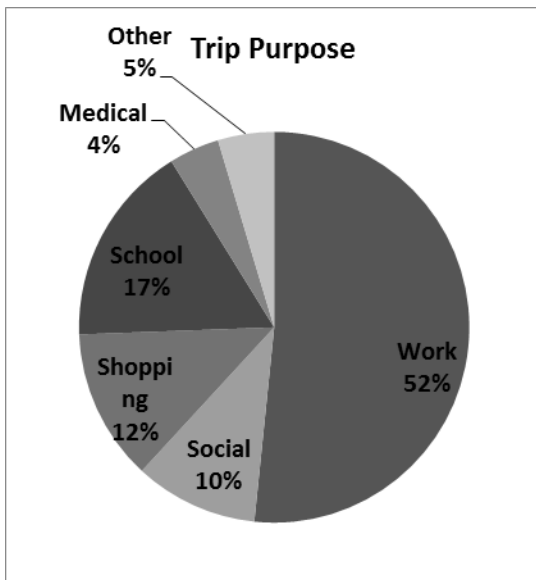
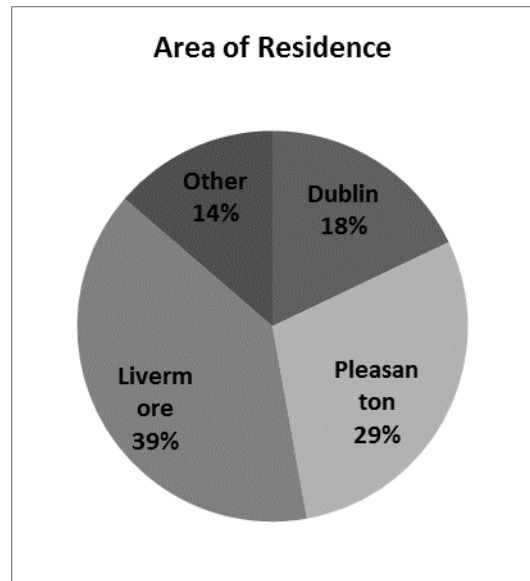
These results appear to be indicative of a high degree of customer satisfaction with the Wheels service overall, and in this year's survey, every quality indicator except one received a higher average score than last year. The average across all quality-of-service scorings went from 4.2 last year to 4.3 this year; the average score was also higher within all of the nine individual quality areas probed in the survey, except in the area of driver friendliness / helpfulness.

As in all years that the current survey format has been used, all quality rating areas continued to receive scores exceeding the agency-adopted goal of 4.0.

The adjacent table summarizes the quality-of-service scores given by passengers in this year's survey about Wheels.

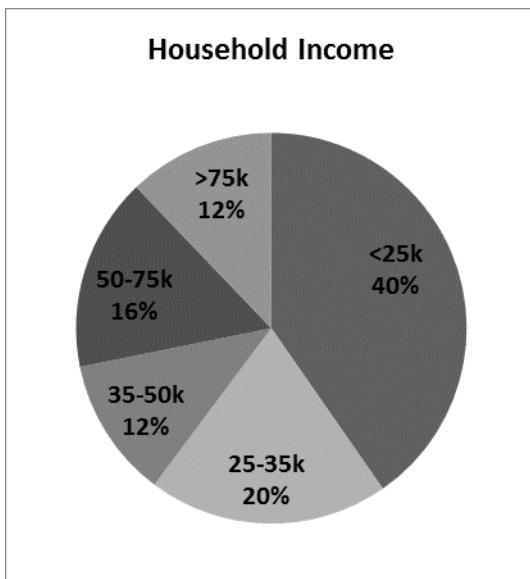
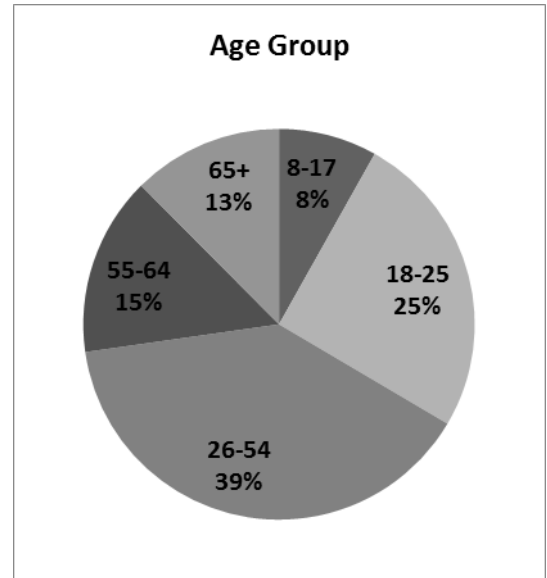
Quality Ratings	1	2	3	4	5	Avg	Last yr
Service operates on time	1%	4%	24%	33%	39%	4.1	4.0
Feel safe when riding the bus	0%	1%	5%	21%	73%	4.7	4.4
Drivers are helpful and friendly	0%	6%	15%	28%	50%	4.2	4.3
Route / service information easy to use	1%	3%	17%	25%	54%	4.3	4.2
Buses are clean and well maintained	0%	2%	11%	30%	56%	4.4	4.2
Transit Center is safe and secure	1%	2%	10%	26%	61%	4.4	4.1
Bus stops clean and well maintained	1%	3%	16%	25%	55%	4.3	4.1
Customer service staff friendly and helpful	1%	6%	10%	32%	52%	4.3	4.2
Overall opinion of Wheels service	0%	0%	5%	48%	46%	4.4	4.3
Total						4.3	4.2

Area of residence: Turning now to the rider profile-related questions, over two-thirds of respondents (68%) indicated either Livermore or Pleasanton as their primary residence, while 18 percent stated Dublin as their home. 14 percent indicated another municipality or city, broken down as follows as number of persons in alphabetical order: Alameda (1), Castro Valley (3), Danville (1), Fremont (2), Hayward (3), Oakland (5), Oakley (1), Pittsburg (1), San Leandro (2), San Ramon (4), Stockton (1), San Francisco (1), and Tracy (4).



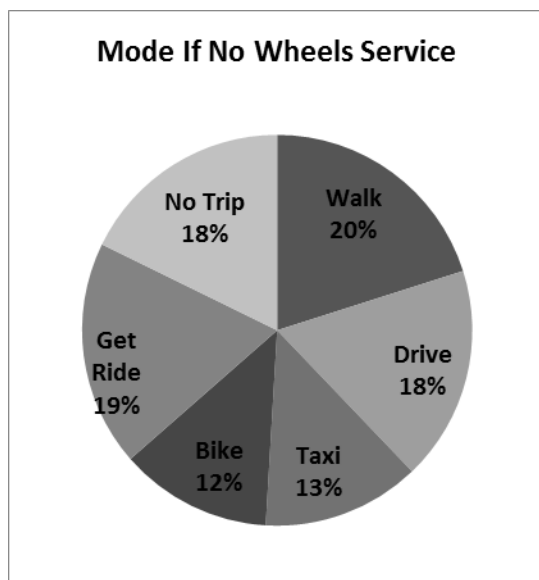
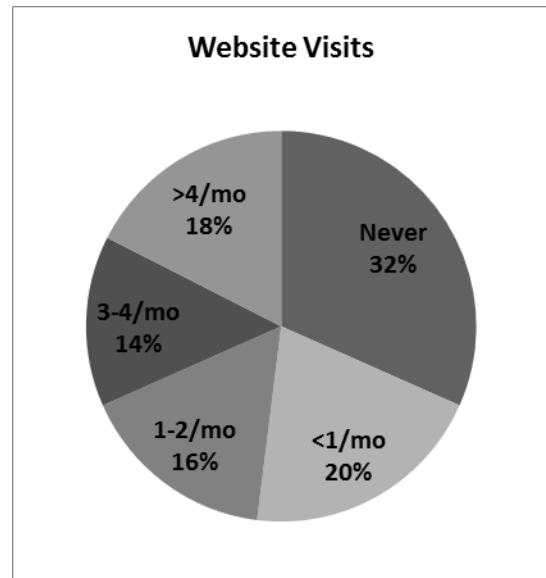
Trip purpose: More than half of the passengers surveyed (52%) indicated “work” as their trip purpose – relatively consistent with recent survey year findings. “School” and “shopping” was indicated by 17% and 12% of respondents, respectively, while other trip purposes such as “social” and “medical” each were cited by 10% or less of respondents. [It should be noted that school tripper routes were not surveyed as part of this effort, so these results will understate the overall “school” trip purpose to a certain extent.]

Age: The age distribution of respondents was somewhat similar to that found in previous surveys, with individuals under 18 and over 65 each comprising relatively small percentages of the overall ridership sampled (at 8% and 13%, respectively). 39 percent of this year's respondents were in the central age group category of 26-54 years of age, and an additional 25 percent was made up of the 18-25 age category. Although seniors are still not a big rider group within LAVTA's fixed route service, the trend over the past decade has been that the 65+ Wheels ridership percentage is increasing – and indeed the percentage of respondents in the 65+ category this year was almost double that seen in the 2014 survey (13% vs. 7%).



Household income: When asked about annual income, a majority of respondents (60%) indicated household earnings of under \$35,000 per year. 28% stated incomes in the \$35,000 to \$75,000 range, with only the remaining 12% indicating household incomes above the \$75,000 mark. Although the Wheels riders have traditionally been found to be from low-income households, the income distribution has shifted somewhat upward from the 2014 survey when 57% of respondents were in the sub-25k bracket, and only 7% were in the 75k+ bracket.

Wheels website visits: Up until a few years ago, the long-term trend had been one of increased awareness and usage of the Wheels website and by 2013, 74% of respondents indicated that they visit the Wheels website, albeit with varying frequency. However, in the 2014 survey, 69% indicated visiting the Wheels website at least on occasion, while 31% stated that they never visit the website. And this year, the reverse trend continued, with 32% stating that they never visit the Wheels website – and of the remainder, the percentage of riders who visit the site more than four times a month decreased from 21 to 18 percent.

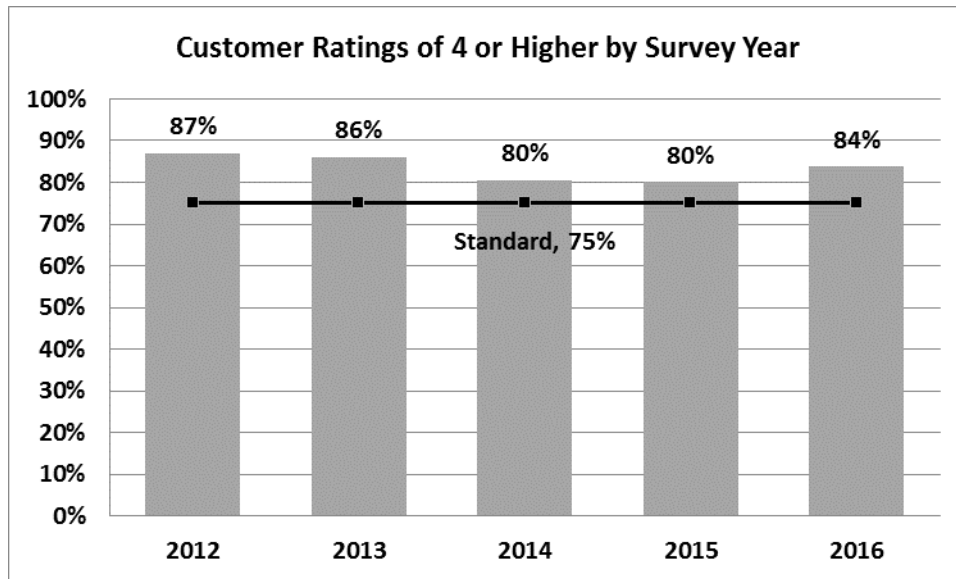


Trip without Wheels: Passengers were asked how they would have made their current trip without the bus. A large majority of respondents (82%) indicated that they would have been able to get around using other means of transportation, while 18% stated that they would not have made the trip. Of the 82% that indicated alternative means to get around, 20% said that they would have walked, 19% stated that they could have gotten a ride, and 13% stated taxi as an alternative. The most notable shift compared with the 2014 survey was that the passengers stating that they would be able to walk as an alternative to taking the bus went down 10 percentage points from 2014.

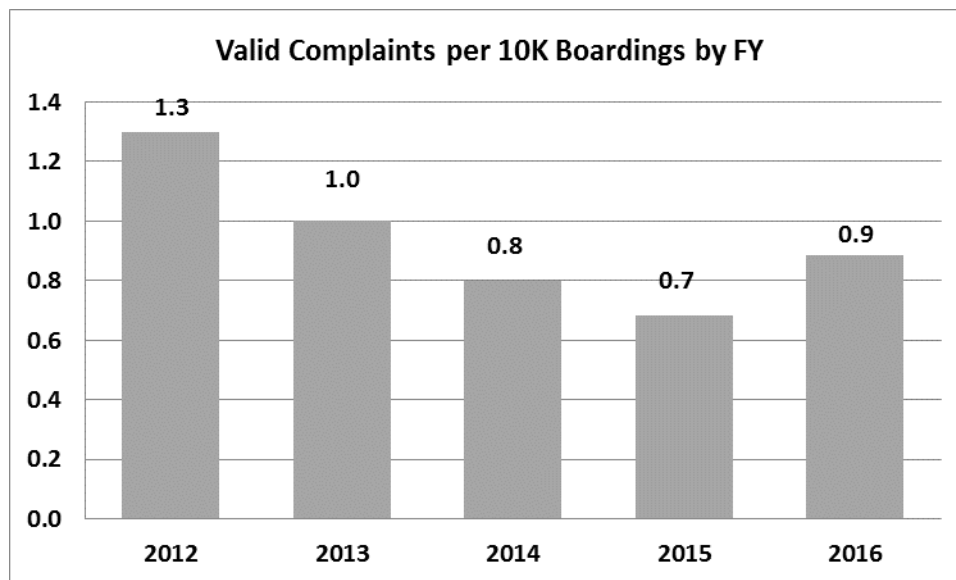
Open comments: 103 of the 215 passengers surveyed took the opportunity to provide open-ended comments at the end of the survey form. Most of the comments addressed a broad spectrum of issues, although some recurring themes were present, such as requests for longer service hours and improved passenger information. Common operational topics included issues about schedule adherence (late buses) and customer service. A number of respondents also stated concern regarding the major service changes for fall 2016, which had been published but not yet implemented at the time the surveys were taken. The entire set of open comments received is shown in Attachment 3.

Recent-Years Trend Comparison

The following chart shows the five-year trend for overall customer satisfaction, as well as compares it to the agency's standard of receiving an average score of 4 or better from 75% of survey respondents. In this year's survey, 84% of the total pool of scores received were 4 or 5. This is lower than what was seen four and five years ago when customers graded the service in the 86-87% range, but is an improvement over 2014 and 2015 when an overall 4+ rating of 80% was received.



Although not data collected from the annual onboard survey, for illustration purposes the next chart shows the number of valid customer complaints per 10,000 boardings for the past five fiscal years. It shows that valid complaints trended downward thru FY2015, but increased in FY2016, going from a rate of 0.7 valid customer complaints per 10,000 boardings in FY2015 to 0.9 valid customer complaints per 10,000 boardings in FY2016. [“Valid” complaints often pertain to operational issues that can be either confirmed or dismissed, such as bypasses, early timepoint departures, speeding, and driver courtesy.]



Remarks / Summary

As the results described above show, the Wheels fixed route service is continuing to receive nominally high remarks in all quality-of-service aspects that are probed in the annual on-board passenger survey, and the average respondent this year scored the service quality slightly higher across the board than last year. The item that received the highest rating this year was in the areas of passengers feeling safe while riding the bus (4.7), while the item that received the lowest relative rating was the on-time performance of buses (4.1).

The Wheels ridership base continues to be from low-income households, albeit somewhat less so than in recent years. However, as the responses to the trip-without-Wheels question indicate, most riders stated that they might have had alternative means of getting to their destination and are not entirely captive to the service.

Past studies have indicated that the Wheels ridership base is relatively young, and has a high turnover rate in terms of ridership. The coarse scale used in the annual survey regarding riders' age makes it difficult to draw firm trend conclusions, but other surveys and observations indicate that the Wheels ridership base continues to be relatively young. And senior riders (individuals aged 65 or over) in the system still represent a small, but growing, ridership group in the Wheels fixed route system.

Recommendation

None – information only.

Attachments:

1. Survey form (English version)
2. Detailed summary of results
3. Open-ended comments

1. Which general area do you live? Check ONE.

☐ Pleasanton ☐ Dublin ☐ Livermore
☐ Other (please specify): _____

2. Please rate Wheels Service using a scale of 1-5, with 1 being the worst (strongly disagree) and 5 being the best (strongly agree).

Question	Score (1-5)
Transit services operate on-time	
I feel safe when riding the bus	
Drivers are helpful and friendly	
Route / Service Information is easy to use	
Buses are clean and well-maintained	
Transit Center is safe and secure	
Bus Stops are clean and well maintained	
Transit Center (& Telephone) staff are friendly and helpful	
Overall opinion of Wheels service	

3. What was the main purpose in making your trip today? Check ONE.

☐ Work ☐ School
☐ Social Visit ☐ Medical
☐ Shopping ☐ Other (please specify: _____)

4. What is your age?

☐ 8-17 ☐ 55-64
☐ 18-25 ☐ 65+
☐ 26-54

5. What is your annual household income?

☐ Under \$25,000
☐ \$25,000-\$34,999
☐ \$35,000-\$49,999
☐ \$50,000-\$74,999
☐ \$75,000+

6. How often do you visit www.wheelsbus.com?

☐ 5 or more times in the last month
☐ 3-4 times in the last month
☐ 1-2 times in the last month
☐ Less than once per month
☐ Never

7. How would you have made your current trip without the bus? Check ONE.

☐ Walk ☐ Bike
☐ Drive myself ☐ Get a ride
☐ Take a taxi ☐ I would not have made this trip

Please provide Wheels Management with your thoughts on how our service works for you and/or how we may improve our service.

WHEELS PASSENGER SURVEY RESULTS 2016
ATTACHMENT 2
1. Area of Residence

Dublin	Pleasanton	Livermore	Other	Tot resp
38	62	83	29	212
18%	29%	39%	14%	

2. Quality Rating

	1	2	3	4	5	n/a	Avg Score	Total Responses Received	Total Points
Service operates on time	1	7	48	66	78	15	4.1	200	813
Feel safe when riding the bus	0	3	10	42	149	11	4.7	204	949
Drivers are helpful and friendly	1	13	30	56	101	13	4.2	201	846
Route / service information easy to use	2	7	34	51	110	11	4.3	204	872
Buses are clean and well maintained	0	5	23	62	114	11	4.4	204	897
Transit Center is safe and secure	2	4	19	51	117	22	4.4	193	856
Bus stops clean and well maintained	2	6	32	51	111	13	4.3	202	869
Customer service staff friendly and helpful	2	11	18	60	98	26	4.3	189	808
Overall opinion of Wheels service	1	1	11	96	93	13	4.4	202	885

Quality rating from above as percentages:

	1	2	3	4	5	Avg Score	Last year	
Service operates on time	1%	4%	24%	33%	39%	4.1	4.0	200
Feel safe when riding the bus	0%	1%	5%	21%	73%	4.7	4.4	204
Drivers are helpful and friendly	0%	6%	15%	28%	50%	4.2	4.3	201
Route / service information easy to use	1%	3%	17%	25%	54%	4.3	4.2	204
Buses are clean and well maintained	0%	2%	11%	30%	56%	4.4	4.2	204
Transit Center is safe and secure	1%	2%	10%	26%	61%	4.4	4.1	193
Bus stops clean and well maintained	1%	3%	16%	25%	55%	4.3	4.1	202
Customer service staff friendly and helpful	1%	6%	10%	32%	52%	4.3	4.2	189
Overall opinion of Wheels service	0%	0%	5%	48%	46%	4.4	4.3	202

3. Trip Purpose

Work	Social	Shopping	School	Medical	Other	Tot resp
111	22	27	36	9	10	215
52%	10%	13%	17%	4%	5%	

4. Age

8-17	18-25	26-54	55-64	65+	Tot resp
17	53	82	31	26	209
8%	25%	39%	15%	12%	

5. Income

<25k	25-35k	35-50k	50-75k	>75k	Tot resp
73	36	21	29	22	181
40%	20%	12%	16%	12%	

6. Website Visits

Never	<1/mo	1-2/mo	3-4/mo	>4/mo	Tot resp
56	36	29	25	31	177
32%	20%	16%	14%	18%	

7. Trip without Wheels?

Walk	Drive	Taxi	Bike	Get Ride	No Trip	Tot resp
43	38	28	27	40	38	214
20%	18%	13%	13%	19%	18%	

Total surveys received = 215

General Comments
Overall, it's good.
As of August 13th the Route is changing for bus no. 3. Could you please continue service through Amador or provide some alternative? They are perfect.
I travel in Route 3 from Amada lakes to BART. I wish this route stays after Aug. 13. Have clear maps for clear understanding.
Please don't take away this route. This is the only route I have. If your taking away please replace with some other bus for this route.
Route #3 should exist as it is. We don't want to change. How will people like me come from San Ramon Senior Center when this route will be terminated from 13th August. Not a good change.
Need garbage cans at each bench. Need overhead cover at each bench. Bus drivers should know how far next bus is behind him. Buses should be able to contact each other to hold transfer bus if bus is behind schedule so passengers can make their connections.
I will lose my job since you're stoping some routes.
I think the service is great. I wouldn't improve your services.
Great Service
Will the new routes cover the old 3 in Dublin?
The R should ride weekends.
I would like for the Rapid to operate on weekends.
Based on my answers, you should know what needs to be fixed. *
I like it when the bus is on time!
You guys get me from point A to point B so I'm happy.
First, the Drivers are really helpful. I needed water to drink and he gave me some. Be best on being on time and stay well maintained and drive safe. Thank you Wheels.
The delays should not be more than 20 minutes. *
Route change affects me to go to work.
Buses are on time in the morning but delayed after 7:30 am and before 9:00 am.
The service is useful and necessary. The service is late at times. A few drivers are lacking in friendliness; sometimes we greet and thank them for their service, and they don't reply. When we get out of work and board the bus, it is not pleasant to find drivers with long faces. *
Overall good. Make sure electric signs at bus stations are accurate.
Make sure you're on time.
Move wheel chair space.
More frequent buses.
No bus on East Avenue around 11pm week.
The buses need to run later.
The Wheels management service are really good service for this transportation.
I think your service is good my problem is in the weekends when the service is every 40 mins. And it starts late in the morning.
Less opinions from drivers more professional attitude/demeaner.
The service gets me to where I got to be thank you Wheels.
Well, it works great for me.
No
It has good service.
Excellent work. *
Springtown 15 direct bus to BART needed
Some drivers are friendly some aren't, I've also noticed a lot of broken bike racks.
More buses during commute time.
Buses should be on-time. Increase frequency from BART to Pleasanton to avoid wait time (Mon-Fri).
Always on-time and very nice to passengers.
Hire friendly bus drivers. I ride the 15 everyday and I have bad experiences with the women they are rude, have attitude.
R & 12 run almost at same time and that results in one bus going empty. If we space them properly it will be helpful.
Improvements on all above asked questions, but I'd like to thank you all, w/no buses I couldn't be independent.
It would be nice of buses came on-time.
I enjoy taking the bus to get to work and other places.
Bus Drivers need to be more thorough when checking bus stops at night.
It's great!
Your service is great . It's just that I have to walk over the over pass just to get to work on weekdays. 12x should run from 2-close.
More handicap space. During rush hour you run out of room for my wheel chair.
N/A
Just make sure buses are on-time or have the bus stop by more often. Maybe a radio installed, but that's simply an idea.
No
More flexible time with the bus schedule.
More connections to BART.
All Good.
Being a bit more on time would help. Other than that, I like taking the bus because most of the drivers are very helpful and friendly.
Add a garbage can.
Great bus rides when I need it.
Ironically, its sometimes better if the bus is a bit late, as I get out of class about ten minutes after the bus leaves, and having this route come every 30 minutes would be better. Ensure seat cushions are maintained.

I feel that the system planner and online schedules should be updated such that one can plan trips better based on timing and location.
I usually ride the 20x everyday to and from work, and wouldn't be able to get to work on time without it.
Just be nice.
More bus stops in Livermore going to transit center.
A few of the stops are out in the sun and have no seating. Would be great to fix that.
Some drivers should be more friendly.
The customer service is not friendly sometimes. Some buses leave without looking back if a passenger is rushing.
Middle-aged B.American female driver is rude and unhelpful (Route 10, afternoon shift). Children aggravate her. The driver instructs riders to get ready to get off before stopping. Some riders are afraid to stand while bus is in motion.
Have buses come on time.
The website doesn't give clear times with the bus number on the same page.
Just try to be on time.
Works ok for my needs. Perhaps more frequent buses (mine was every 30 minutes).
Cleaner buses.
It would be great if you guys could have later routes and larger bus for the rapid.
Sometimes I bring my bike with me to work and I truly feel that you need better bike racks.
Bike racks need improvement
The service is good. I don't know why the 8 runs every 60 minutes? It was better before when it use to run every 30 minutes. *
Service during later hours would be good.
Better bike ramps
Later time for routes. I usually have to walk home.
Wait a little longer at bus stops. I have been left plenty of times.
Better road maps.
Overall, good service.
Put signs at Bart station showing Livermore to the left, Dublin to the right, etc. and to explain the bus ticket there better or easier to see.
Better signs at Bart station
Really good experience. A lady that drives route 10 is scary; she drives bus #0331
Made me happy today.
Please keep #10 and 8 in service because it is the only transportation I have.
I seldom use it, but the service seems good. *
Works well.
Some of the bus drivers appear stressed out--so, these guys aren't really friendly.
The bus is really useful to me. I take it everyday, I'm more than satisfied.
Currently, it appears to me that the service is running well. *
Friendly drivers *
Excellent service, keep being better and better. I think you should have some more route around Dublin. Thank you!!
Everything is fine.
Just my opinion, drivers must attend a seminar on customer service to greatly improve their skill on dealing with riders.
More routes to Koll Center Pkwy. One bus went right by me so I had to wait for next bus from Pleasanton to Livermore.
I think the service at Wheels transit is amazing. They are easy to use and are dependable in getting to your destination.
Wheels has been very helpful when needed.
Keep 10 Route as is.
The drivers should be friendly with people. *
The service is great and cheap. *
15 needs to run more often on weekends. Hillcrest/East Ave stop should remain open. In general, more weekend service.
There isn't a fast route to school (Las Positas).
No cans in people's bags on buses. Unclean. People board the bus with bags of recyclables (unsanitary, and sometimes creates a mess--spill).
Casey and Josh love the service!
Excellent service.

*Translated from Spanish

AGENDA

ITEM 6

STAFF REPORT

SUBJECT: 2017 Fiscal Year Marketing Plan Update and Rebranding

FROM: Corine Reed, Marketing Manager

DATE: September 26, 2016

Action Requested

The staff recommendation is that the Project & Services Committee receives a report on the FY2017 Marketing Plan and the FY2017 Rebranding Project and provides direction to staff.

Background

With the major improvements made to the fixed routes in August to make the system easier to use and more convenient, and the near future introduction of improvements such as Wi-Fi on Rapid and Express routes and a new phone app, the agency's FY2017 Marketing Plan has great significance in attracting key customers to increase ridership. Additionally, there has likely never been a more appropriate moment to contemplate a new brand for the agency.

At the Project & Services Committee meeting staff will present a brief overview of the agency's FY2017 Marketing Plan (Attachment 1 to this staff report) and an update on successes and challenges in executing the plan.

Additionally, staff will present an overview of the agency's FY2017 Rebranding Project and the latest findings and recommendations. The following is a brief summary:

LAVTA contracted with the marketing agency PAVLOV in April of 2016 to lead the rebranding efforts. PAVLOV has since conducted research and in June of 2016 presented to the LAVTA Board the findings for the Brand Discovery and Brand Strategy Development process. Through its research with the public, and inspired by the system changes that were launched in August, PAVLOV recommended a guiding brand strategy built around the concept of the agency being a Rebel brand and Rider-Centric, meaning positive, ongoing improvement designed around people and their mobility needs.

At the August 2016 Project & Services meeting, PAVLOV presented the short list of names to replace the Wheels brand. Additionally, PAVLOV presented the results of the two focus groups that had considered the short list of names. Both focus groups and PAVLOV recommended the name of TRI-GO as the preferred name.

The Project & Services Committee expressed interest in the name TRI-GO and directed staff to conduct a community survey to receive input. The community survey was conducted electronically and advertised thru several mediums, including Nextdoor, Facebook and Twitter.

There were a total of 391 surveys taken (survey and results available in Attachment 2 to this staff report). After a brief review of the survey results, it's apparent that 44.2% voted in favor of keeping the Wheels brand, which is an understandable reaction given the Wheels brand recognition in the Tri-Valley. When setting aside the current Wheels brand result in the survey and considering the other 14 names that were presented, names starting with TRI proved to have strong performance; over 67% of respondents resonated with names starting with TRI. Further, looking into participant feedback, TRI-GO took the lead out of all other names that were suggested.

Discussion

Staff anticipates a robust discussion on the information presented and the potential name of TRI-GO. To facilitate the conversation staff has included Attachment 3, a sample version of the TRI-GO logo that was presented to the August 2016 Project & Services Committee meeting.

Recommendation:

The staff recommendation is that the Project & Services Committee receives a report on the FY2017 Marketing Plan and the FY2017 Rebranding Project and provides direction to staff.

Attachment:

1. FY 2017 Wheels Marketing Plan
2. Marketing Survey
3. Sample Logo



MARKETING PLAN

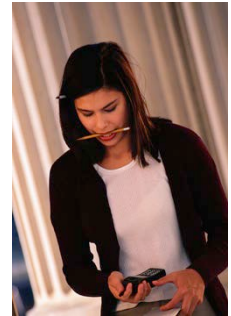
FOR

LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY

Fiscal Year 2017

INTRODUCTION

The FY2016/17 Marketing Plan has been developed in conjunction with the proposed system changes to the Wheels bus system, the planning efforts of which involved substantial research efforts, including stakeholder input from a wide variety of business, healthcare, educational, government and other community leaders; on-board surveys of more than 1,000 Wheels customers; a telephone survey of 600 households within the LAVTA service area; and demographic information from various sources to understand population density, employment density, housing markets, and other population characteristics.



Related to marketing, the key findings were as follows:

Currently, six percent of residents in the Tri-Valley categorize themselves as Wheels riders. However, residents were asked about their likelihood of riding a Wheels bus once a month or more if it came within a block or two of their home, ran often and went directly to within a block or two of their destination. Overall, 36 percent of respondents said yes. In looking more closely at the responses to the same question, 45 percent of respondents who ride BART to work said yes. Thus, key target markets are residents living within a short walk of Rapid service, especially in areas on the Rapid routes that offer fast, direct service into BART stations.



Additionally, 60 percent of residents disagree with the statement that Tri-Valley freeway traffic is tolerable, 74 percent say it is worse than a few years ago, and 61 percent agree (34%) or are neutral (27%) with the statement that they would be more comfortable in traffic on a Wheels bus than in their car. Trips requiring travel on the I-580, especially those travelling to the BART stations, should be targeted to the extent possible as fertile ground to secure new riders.

Finally, Tri-Valley residents have high household incomes with 73 percent reporting an income of \$75,000 or higher. In line with this they are highly non-transit dependent with 85 percent saying they have an equal or greater number of cars than licensed drivers in the household. Accordingly, the vast majority of residents are choice riders that will only be convinced to use Wheels if the value offering can be perceived as an improvement over driving alone, with travel to close proximity of destination and speed of trip being the two biggest influencing factors.



In conclusion, the Wheels bus system redesign offers an easier-to-use route network, with more direct routes to key destinations, reduced duplication, and the introduction of more frequency, including the realignment of Route 30 (known as The Rapid) to the key destination of

LAVTA FY17 Marketing Plan

Las Positas College, and the addition of Rapid 15-minute all day frequency on Route 10, which is a key intercity route. Additionally, the redesign offers improved weekend and late evening service. These improvements, along with several strategic initiatives, such as Wi-Fi and other improvements on Express Routes and Rapid buses, a new Phone App, and improved bus stops, are not only opportunities to better retain current ridership (current turnover on Wheels is 30%), but are new opportunities to establish target markets with the best potential to attract significant numbers of new customers to the Wheels bus system.

FY 2016/17 Marketing Goal, Objectives and Target Markets

LAVTA's overall marketing goal in FY2016/17 is to increase ridership. To achieve that goal, this Marketing Plan will address a variety of specific objectives.

- **Launch of System Improvements and Products:** Attract new customers and better retain existing customers by promotion of the August 2016 system improvements, including the redesign of the Rapid (Route 30), the introduction of 15-minute all day Rapid service on Route 10, the introduction of the 580X service from Livermore to BART, and other services. Moreover, the promotion of new products, such as V2.0 of the agency's website, a new phone app, and engaging social media will support new and existing customers.
- **Market New Brands:** The Wheels brand is associated with service that predates the 2016 system wide changes. The brand is also seen as potentially neutral and not particularly attractive to new customers. The introduction of fresh brands for the new services will assist in attracting and maintaining customers.
- **Target Market:** Build ridership through strong focus on the marketing within target area of Santa Rita Road in Pleasanton where households will have a 5-minute walk or less to Rapid service. The goal is to find and assist households in these target areas whose work and other regular destinations are also within a 5-minute walk of public transit.
- **Target Market:** Build ridership by introduction and strong focus on the marketing of an Easy Pass at Las Positas College
- **Target Market:** Build ridership through a direct mailing/door hanger campaign to households that live within a 5-minute walk of 580X stops. Also, take advantage of earned media and limited mass marketing to promote the 580X.
- **Target Market:** Build ridership through direct mailings and TNC technology the new Wheels On Demand service for City of Dublin.
- **Target Market:** Build ridership by maintaining the High School and Travel Training Ambassador Programs.
- **Community Outreach:** Participate in a limited number of public outreach events for community goodwill and customer awareness.



Marketing Strategies

This section forms the core of the Marketing Plan. It defines in more detail the goals and marketing plan for each of the Target Areas identified in the previous section.

LAUNCH OF SYSTEM IMPROVEMENTS AND PRODUCTS

Objective

Attract new customers and better retain existing customers by promotion of the August 2016 system improvements, including the redesign of the Rapid (Route 30), the introduction of 15-minute all day Rapid service on Route 10, the introduction of 580X service from Livermore to BART, and Wheels On Demand. Moreover the promotion of new products, such as V2.0 of the agency's website, a new phone app, Wi-Fi on Rapid and Express buses, engaging social media, and improved bus stops will assist in retaining new and existing customers.

Target Market

New and current customers in general within the service area.

Goal

Market system improvements to realize an increase in ridership by 10%, or by 165,000 within 18 months of implementation. Additionally, included in this ridership goal is a reduction in customer turnover by 2.5% due to the improvements in the services and the introduction of new products.

Strategies

- Design new timetables, brochures and on-street static inserts for bus stops (includes new branding).
- Install new bus stop signs, relocate bus stops no longer active in system, and implement new bus stop maintenance plan.
- Develop information/marketing plan to announce and promote service changes to general public. Heavy emphasis on BART connector services (10 of 12 routes have a terminus at BART stations), and Rapid connection to Las Positas College). Marketing to include newspaper, radio, press releases, earned media, bus cards, social media posts, employer e-blasts and TV 30.
- Implement V2.0 of website to include a video library and special sliders and pages for the Rapid routes, college Easy Pass, SmartTrips Program, Wheels on Demand, and new phone app.
- Create and release the agency's first Phone App.

Tactics

- Utilize on-call graphic designer to produce new timetables, brochures and on-street static inserts.
- Hire firm to (1) plan and move of eight Rapid bus shelters to the new alignment of the Rapid, (2) eliminate bus shelters past their useful life in

LAVTA FY17 Marketing Plan



areas no longer served, (3) relocate bus shelters that are in good condition but no longer served, (4) install and/or repair of solar lighting in select bus shelters, and (5) improve cleaning and maintenance of all bus shelters in the system.

- Utilize the on-call website developer to create V2.0 of website.
- Hire firm to produce first three videos for library of website.
- Hire firm to create the agency's first Phone App.

Timing

- Produce timetables, brochures and on-street static inserts in June for August launch. Rebrand these products in December.
- Engineering for relocation of Rapid shelters begins in May. Relocation begins in summer 2016. Elimination/relocation of other bus stops begins in summer of 2016.
- Website work begins immediately, with rebranding of the site in August.
- Phone app to be created in September w/new branding for a October launch



Budget Items Referred to In This Section

Timetables/Brochures/On-street Changes	\$60,000
Mass Marketing to promote system changes	\$20,000
Bus Stop Improvement Program (capital budget item)	
Eng/Site improvements/relocation of Rapid stops	\$325,000
Relocation non-Rapid shelters	\$75,000
Deferred maintenance/new bus shelters	<u>\$383,000</u>
Total	\$783,000
V2.0 of Wheelsbus.com	
Slider/Pages (Rapid, Smart Trips, Phone App, etc.)	\$9,000
Video Library	\$10,000
Web hosting/misc.	<u>\$8,500</u>
Total	\$27,500
Phone App	\$175,000
Wi-Fi Project	\$50,000



PROMOTION OF THE NEW BRAND

LAVTA currently has two brands: One is Wheels, which is used as the agency's operational name for all bus services and agency materials. The second is the Rapid, which is a 15-minute all day bus rapid transit route that will operate between the three Tri-Valley cities post service changes. Ad agency PAVLOV is currently working to develop a new, attractive operational brand and sub-brands for the following services: 1)

local/neighborhood bus service; 2) express service; 3) bus rapid transit light service; 4) real-time, dynamic ridesharing service and 5) paratransit service.

Objective

The objective at the conclusion of the rebranding project is to promote the new brands of core services provided by the transit agency.

Goal

The goal is to market the new brands sufficiently to attract new customers in an effort to reach 165,000 new rides a year within 18 months.

Strategies

- Develop marketing outreach plan to inform target audiences of new brand while reinforcing the system changes.
- Focus on BART Connecting services and the new Rapid connection at Las Positas College.
- Complete Phase I changes

Tactics: Phase I

- Change brand on timetables/maps, brochures, and on-street inserts.
- Change the branding on the buses w/bus wraps
- Change the brand on website, phone app, and social media tools
- Change the brand/design of bus stop signs at all stops

Timing

The service changes in the bus system will take effect on August 15, 2016. The rebranding study will finish in the early fall.

- Buses to be rebranded in September and October
- Website, phone app and social media tools will be rebranded in September for an October launch.
- Bus stop signs will be rebranded and manufactured in September and installed in October and November.
- Timetables/maps, brochures and on-street inserts will be produced and installed in December for minor system changes in January.
- Rebranding “launch” event will be in January and the marketing of the new brand will continue through June through the various marketing efforts included in the marketing plan.

Budget

Rebranding Study	\$35,000
Rebranding of buses	\$95,000
Rebranding of bus signs	\$60,000
Rebranding of website, phone app, social media	\$8,000
Rebranding Launch	<u>\$25,000</u>
Total:	\$223,000



TARGETED RIDERSHIP

SMARTTRIPS: SANTA RITA

Objective

Fixed route service is most attractive when the bus travels within a short walk from your home, operates frequently and runs directly to a block or two of where you need to go. There are three identified target areas along the routes offering Rapid service in the Tri-Valley where residents can easily and quickly access the Dublin/Pleasanton BART station—a key focus for increased ridership. FY2016/17 focuses on individualized marketing along the Santa Rita Road target area where over 6,500 households, or more than 15,000 residents, reside within a 5-minute walk of Route 10 with new Rapid service. Subsequent years will focus on Dublin Blvd in Dublin and Portola Ave in Livermore.



Primary Project Goals for SmartTrips: Santa Rita

- Reduce drive alone trips
- Reduce vehicle miles driven by area residents and employees
- Increase awareness and raise acceptability of all travel options
- increase walking, biking, transit, ridesharing trips by 14% each
- Increase neighborhood mobility and livability.

Project Co-Benefits

- Fewer cars on neighborhood streets
- Increased air quality
- Higher level of awareness and acceptance of climate-friendly transportation options
- Greater mobility and increased travel mode choices
- Awareness and utilization of existing resources from the cities and community organizations.
- Decreased reliance on the automobile and neighborhood pride

Specifically, the goal is to have 20% of target area residents, or 1,300 households, request SmartTrips materials or participate in several events. Additionally, a major aim is to add 1,000 new e-mail contacts to a monthly transportations options e-newsletter, InMotion, as a result of the program. The goal for ridership on transit is to see an increase of 14%, or 20,000 rides a year along the Santa Rita Road corridor.



The project will evaluate residents' shifts in travel behavior using a household travel diary and opinion survey administered before and after the program. Those surveys will measure the reduction in drive-alone trips, and the corresponding increase in walking trips, bicycling trips, transit trips and rideshare trips. Finally, the survey will estimate the annual vehicle miles savings by residents annualized, as well as the corresponding reduction in carbon dioxide emissions.

Strategies

The Tri-Valley has invested in developing bicycle and pedestrian infrastructure. Additionally Wheels has redesigned its bus system to be easier to use and frequent in key corridors. However, while infrastructure and redesign investments do lead to more walking, bicycling and transit, those investments alone do not maximize the potential for mode shift. Enhancing pedestrian, bicycle and transit infrastructure investments *with* transportation options strategies can be effective strategy to accelerate mode shift from single occupancy driving trips to walking, bicycling and transit. Individualized marketing programs such as SmartTrips in other cities has been shown to be a particularly effective approach to targeting trips that originate in residential neighborhoods.

"Who knew there were so many resources for getting around, most without a car! This is a great promotion."

SmartTrips incorporates an innovative and highly effective individual marketing methodology, which hand-delivers packets of information to residents who wish to learn more about their transportation options including transit, walking, bicycling, ridesharing and combining trips. The program features transit, biking and walking maps and information as well as organized activities which get people out in their neighborhoods or places of employment to shop, work and discover how many trips they can easily, conveniently and safely make without using their car. Success is tracked by evaluating qualitative and quantitative results from surveys and other performance measures.

Tactics

The program will begin on February 1, 2017 and end on October 31, 2017. The SmartTrips: Santa Rita project will invite residents in the target area to order a travel tools SmartKit (a customized information packet containing local transportation resources such as maps and brochures as well as a small incentive of their choice). In addition to the customized information packets, SmartTrips: Santa Rita will host events such as group walks, guided bicycle rides, and workshops.

The program is currently planned to offer the following materials and services to all the residents in the target area:

Customized Information Packets (SmartKits)

All residents in the target area will receive mail-order forms and will be invited to place a customized packet order through the, postage-paid, mail-in order form or online order form. Materials offered include maps, brochures, transit schedules and travel tools that will aid in walking, biking, transit use and ridesharing. SmartTrips: Santa Rita has a goal of staff delivering 13,000 customized SmartKits to homes by bicycle.



Newsletters

These mailed or electronic communications will be customized to the target area and include information and resources, as well as news on project events. The print newsletters will be sent to all target area residents, while the electronic communications will be sent only to program participants. Three print newsletters will be sent over the course of the project to every household in the target area.

Events

The program will host eight group walks and bicycle rides, and helpful workshops that were open to all residents in the community. Most events will be planned to begin and finish in the target area, thus giving residents the direct experience of good routes to walk, bike, and travel where they live. The project will also host six community events inside the target neighborhood and offer activities such as free helmet giveaways, helmet decorating, kids traffic safety garden and more.



E-mail Communications

Weekly e-mail updates include event notices and news will be sent to participants who submit their e-mail address.

Website

The Tri-Valley SmartTrips: Santa Rita website page on the Wheels website will include the online order form for the customized packets, events listings, and electronic versions of the materials, links to helpful resources and general project news and information.

Social Media

Electronic and print communications will be supplemented by posts on Facebook and Twitter two to three times a week with tips, news, and resources.

Other Communications

Event announcements and other program information will be communicated through City and community group event calendars, flyering at local businesses, posters at neighborhood community centers and the electronic newsletter, InMotion. During the program, target area households who had not yet ordered a SmartKit receive two mailed reminder postcards with the information about how to order a customized packet.



Timing

September 2016

- Before survey in the field
- Neighborhood notifications and community input on activities/events

October

- Finalize planning and partnership agreements
- Finalize sponsorships and coupons
- Begin materials development

November

- Continue materials development

December

- Continue materials development

January 2017

- Finish material development

February

- 1st Newsletter
- Materials ordered and assembled

March

- 1st SmartTrips Order Form sent
- Begin filling resident's orders
- Materials delivered to participating businesses

April

- 2nd Newsletter
- Residents order forms mailings and deliveries continue
- Options Ambassador and Volunteer Trainings

May

- Residents order forms mailings and deliveries continue
- Activities/Events

June

- 3rd Newsletter
- Residents order forms mailings and deliveries continue
- Activities/Events

July

- Residents order forms mailings and deliveries continue
- Activities/Events

August

- 4th Newsletter
- Activities/Events

September

- Activities

October

- 5th newsletter

LAVTA FY17 Marketing Plan



- After survey in the field

November

- Compile project evaluations

December

- Final Report written and posted online

Budget

The first project in the Tri-Valley SmartTrips program is being funded by a TPI grant from the Metropolitan Transportation Commission (MTC). It is anticipated that the program will run for multiple years in different areas of the Wheels system through additional funding from MTC. The project budget is estimated at \$20 per household in each project area. The SmartTrips: Santa Rita project has an estimated 6,500 households with a project budget of \$130,000, plus 15% contingency of \$20,000.

TARGETED RIDERSHIP LAS POSITAS COLLEGE EASY PASS

Objectives

FY2016/17 will focus on the introduction of an Easy Pass Demonstration Project, allowing unlimited access to the Wheels fixed route system for students at Las Positas College for the academic school year. With 9,000 students attending the college, many travelling via BART or ACE, the combination of having Rapid service on Route 30 and the Easy Pass could lead to higher than anticipated ridership gains.

Target Market

Students, faculty and staff at Las Positas College

Goal

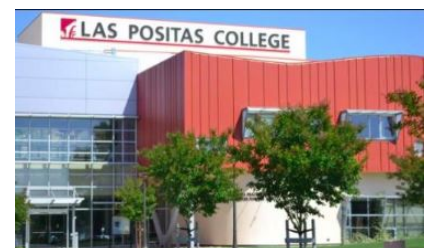
Increase the number of rides to the college in the first academic year by 75%, or 25,000 rides. Continue the Easy Pass with a long-term funding strategy.

Strategy

Create a transit culture with Las Positas College students using the realigned Rapid—easy, fun, fast, low-cost, and convenient.

Tactics

- New student orientation material w/swag
- Link on college website homepage
- e-mails and direct mailings through college
- WheelsBus.com slider and dedicated page
- Hire intern to produce engaging social media and interface with Las Positas College students



LAVTA FY17 Marketing Plan

- Promote phone app
- Daily social media engagement w/contests aimed at college students. -
- Open line of communication w/social media (respond to good and bad)
- Ads on campus (bathrooms, billboards, info kiosks, etc.)
- Ongoing collaboration with student government and student clubs
- E-blasts to students
- Earned and paid media with school newspaper
- Regular table in quad/school events w/swag & incentives
- Editorials/testimonials in the school newspaper and social media
- Rapid shelter with amenities, including a kiosk for info
- Flyers on windshields and around campus
- Intern for social media and promotion on campus

Timing

- Orientation materials created/delivered in June/July
- Easy Pass info on Wheels website and LPC website in June.
- Begin promotion of Phone App in October
- Hire intern in August
- E-blasts to students beginning in July
- Ads on campus and tabling in quad throughout the academic year

Budget

Foregone fare revenue	\$60,000
Student orientation materials	\$10,000
Intern (tabling, social media, clubs, individual marketing)	\$15,000
Swag	\$7,500
Advertising (school radio/newspaper)	<u>\$11,000</u>
Total:	\$103,500

TARGETED RIDERSHIP 580X

Objectives: New to the Wheels fixed route system is the 580X, an express service from downtown Livermore to the Dublin/Pleasanton BART station utilizing the I-580 Express Lanes and only 1 in-route stop for speedy access to BART without the driving and parking hassles. More than 1,900 households are found within a 5-minute walk to this express route. Additionally, patrons who have either walked to or parked their vehicle at the Livermore transit Center would have the option of returning to the Livermore Transit Center with a high level of convenience via the Rapid routes.

Target Market

Residents living within ¼ mile of route stops (short walk)
BART Commuters



Goal

Build ridership to 15 trips per hour, or 35,000 trips per year.

Strategy

- Create a culture of 580X being reliable, comfortable, fast, and convenient.
- 95% on-time departure
- New buses with commuter seating, Wi-Fi, on-board charging station for electronics, and attractive paint scheme.
- Utilization of Express Lanes on I-580
- Drop off customers at the entrance to BART station

Tactics

- Direct mailing (2x)
- Door hangers
- Earned media
- Mass marketing on radio and newspaper
- Attractive website slider/page
- Rebranding of the bus wrap
- Farmers market and other events

Timing

- On-call graphics contract to create Door hangers in June
- Delivery of new buses for 580X in July
- Placement of door hangers in August
- Implementation of service in August
- Mass marketing on radio and in newspaper throughout year
- Earned media in September and March
- Direct mailings in October and February

Budget

Door Hangers	\$5,000
Direct Mailings	\$7,500
Mass Marketing/Targeted Digital Ads	<u>\$20,000</u>
Total:	\$32,500

Marketing costs for 580X to be funded through a TPI grant by MTC.



TARGETED RIDERSHIP WHEELS ON DEMAND

Objective

Providing transit service to low-density suburban areas is one of the most challenging environments for transit. Typically, the housing density is such that frequent fixed-route bus service cannot be operated efficiently. As an example, Wheels Route 2, which connects suburban residential areas in East Dublin to BART during peak times, carries approximately 5 passengers per hour and has a subsidy of over \$15/passenger trip. The proposed Wheels on Demand Service allows LAVTA to provide service into areas where traditional “big bus” service does not make sense, and provide mobility to more people at a lower cost.

Wheels on Demand is an extension of a traditional user side subsidy program, which is used by transit systems nationwide to partner with taxi-cab companies, and extends this partnership to Transportation Network Companies (TNC) such as Uber or Lyft.

While it is anticipated that most potential passengers would utilize a smartphone app to access the service, the option to complete the trip with a phone call to a taxicab will also be available to those without a smartphone. In addition, the taxicab option will allow the ability to use cash.

Target Market

Two different service areas are proposed, one in East Dublin, the other in central/West Dublin.

Goal

100% increase in the number of rides offered currently on Route 2 to the BART Station at 40% or less the cost, and 100% increase in the number of rides offered currently on Route 3 north of Dublin Blvd at 50% or less the cost. If goal achieved, ridership would be 25,000 in first year.

Strategies

- Develop long-term funding opportunities for the Wheels On Demand
- Brand and market service to be real-time, cost effective, and convenient

Tactics

- Direct mailings (1x)
- Marketing through phone app of Uber/Lyft/taxicab
- Earned media
- Mass Marketing via radio/Pandora
- Digital ads targeted to demonstration project areas
- Nextdoor

LAVTA FY17 Marketing Plan



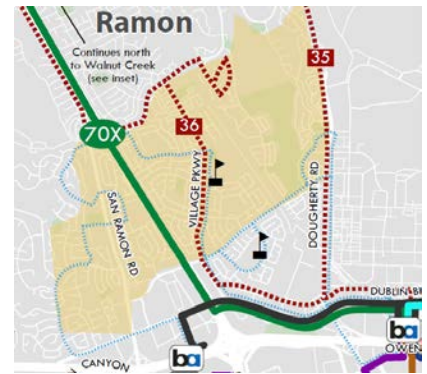
- Dublin Chamber Chamber e-news and employer e-blasts
- Attractive website slider/page

Timing

- Website slider/page in July
- Earned media in September and February
- Direct mailing in October
- Mass Marketing and Social Media Ads throughout year
- Nextdoor/ Peach Jar/Employer e-blasts throughout year

Budget

Direct Mailings	\$15,000
Mass Marketing	\$5,000
Targeted Digital Ads	<u>\$5,000</u>
Total:	\$25,000



TARGETED RIDERSHIP HIGH SCHOOL AND TRAVEL TRAINING AMBASSADORS

Objectives

Continue to build ridership on the Wheels bus system through direct marketing by high school students and travel training ambassadors.

Target Market

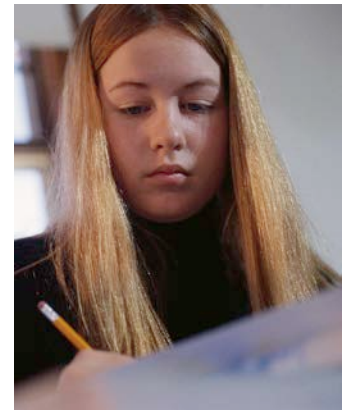
High school students and those who would ride the Wheels route system with guided assistance.

Goal

Increase the number of high school students riding the Wheels bus system by 25 students and increase the number of residents who need guidance to begin riding the route system by 25. Anticipated annual ridership increase is 7,500 for these two groups on new riders.

Strategy

Ongoing marketing/community outreach programs continuing at LAVTA include the High School Ambassador Program and the Travel Training Program for residents in need of assistance in learning to use the fixed route system for the first time.



Tactics

- High School Tactics:
- Train Travel Ambassadors each year.
- Correspond weekly with high school ambassadors via e-mail
- 1-year ambassadors: 2 per high school, or 10 total
- Advertised for ambassadors and about ambassadors on Peach Jar and school website/newspaper.
- Earned media

Other Travel Training Tactics

- Annual training recruitment of Travel Training Ambassadors
- Senior centers advertise training
- Senior center small group training.
- Earned media



Budget:

High School Ambassador Program	\$1,000
Try Transit Program Mass Marketing	<u>\$3,500</u>
Total:	\$4,500

Community Outreach

Objective and Goals: Wheels has selected public outreach events during FY2016/17 to promote goodwill for the agency and to provide an opportunity to engage with the public in general about the Wheels bus system.

Strategies, Tactics, and Timing

- Alameda County Fair/4th of July
- Livermore 4th of July
- Pleasanton Street Party
- Livermore and Pleasanton Holiday Parades
- Dublin St Patrick's Day Parade & Festival
- Bike to Work Day
- Livermore Rodeo Parade



Budget

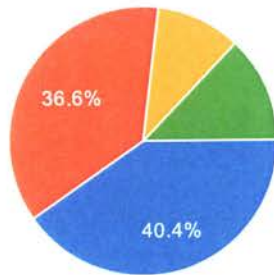
Event Swag	\$2,500
New Table Booth	\$2,000
Mass Marketing	<u>\$2,500</u>
Total:	\$7,500

391 responses

[View all responses](#)[Publish analytics](#)

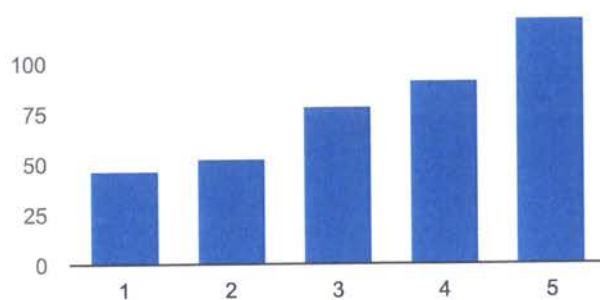
Summary

What does the name "WHEELS" mean to you?



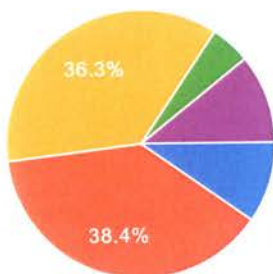
Bus service	158	40.4%
A way of transportation	143	36.6%
Constantly moving	40	10.2%
Other	50	12.8%

How memorable is the name "WHEELS" to you?



Not memorable: 1	47	12%
2	53	13.6%
3	78	19.9%
4	91	23.3%
Very memorable: 5	122	31.2%

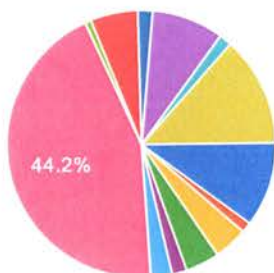
What factor matters to you the most when making mass transit a fit with your life?



Prompt – quick service once I'm on the bus	38	9.7%
Frequent – short time waiting for a bus to pick me up	150	38.4%
Easy to ride – I know where to catch, how to pay, where the routes are	142	36.3%
Saves money – I save on gas, car payments, auto insurance	19	4.9%
App-enabled – I can check status, routes etc. on an app	42	10.7%

Almost there!

Thinking of the factor for mass transit that mattered most to you in the previous question, which of these possible brand names feels like the best fit?



TRI-GO – it's how people in the Tri-Valley get going	40	10.2%
OTRO – Optimized Transit Options, the alternative way to get around	5	1.3%
TRIO – TRI-valley optimized, offering smart solutions for getting around	16	4.1%
PULSE - Connects riders to what's going on around them	16	4.1%
ZAG - When everyone else is stuck in their cars and traffic, our riders can Zag	7	1.8%
MY RIDE - My choice on how I travel	10	2.6%
WHEELS - Keeping the tri-valley in motion	173	44.2%
ARRIVE - A premium service that gets you to where you need to be	3	0.8%
TRI-RIDE - Tri-valley's ride share service	22	5.6%
PEDAL - Service dedicated to Pleasanton, Dublin, and Livermore	7	1.8%
TRI-BUS - The official bus of the tri-valley	34	8.7%
ROUTER - Transportation the best way possible	6	1.5%
None of the above	52	13.3%

If you chose "None of the above" in the previous question OR if you were to rename "WHEELS" to something better that was not listed above, what would it be?"

Tri-Valley Transit

Options

iRIDE Transit

TRI Link

ECO RIDE

Town Bus

Any "TRI-***" not being native make me feel it's an acronym. Applies to

Eco Bus

Tri-Trans: modern, reliable, and affordable Public Valley Transport

TRI-TRANS : Tri-valley Transportation

DPL-TRANSIT

Keep it "Wheels". If it's not broke, don't fix it. The name is fine, it's what everyone is already familiar with.

Wheels always reminds me of "the wheels on the bus" song. But the other names sound contrived and weird.

WAVE - Wine Area Valley Express

Name doesn't matter so much to me. Keep up the good work.

Tri-valley Transit (keep it simple)

TART Tri valley Area Rapid Transit

Tri-Valley Trolley

Why not Tri-Valley Transit in keeping with other places like AC Transit Just use a TLA like VTA in the south bay.

Stick with Wheels, it's already well-established. If you must rebrand, modernize the logo and advertising!

TVT - Tri-Valley Transit

TRANSIT

People Mover, or PEDAL

Trip Valley Transit Authority

Tri-Valley Transit (TVT)

Livermore Municipal Bus ("muni")

Tri Valley Easy Ride

UBERBUS

Keep WHEELS. There is no need for a change, and you all have better uses for your time and energy than messing with the name. Wes Nelson

My vote is to keep WHEELS

Tri-valley transit

The branding of Wheels is not an issue and would be quite expensive to change (a big waste of money in my opinion). I live in an unserved area of Pleasanton so no way to use the service.

Wheels!

Something memorable. I'm terrible with ideas, but - TV2 - Tri-Valley Transportation Vehicles.

Router, pulse, and zag are ok.

TVT - TriValley Transit

Motion

WHEELS - Keep it

TriValley Metro

Tri-Connect or Tri-Shuttle

NIZE -

Rideo

"THE BUS"

Something more along the lines of environmentally friendly- like Green Machine..

MOVE IT!

Ride

TRI-TRANS - Tri-Valley's Transportation Service

Wheels feels like an "old" name to me as it's been called that since I was a child. However pretty much all the names listed here sound horrible. Honestly I thought you guys already changed your name to "rapid" which sounds like a great name to me, it's already written on a lot of your busses, just use that one.

Don't spend money on promoting a new name nor repainting buses. Current name fine. Use the funds to keep 'em clean and rolling.

LAVTA

How much taxpayer money would be spent on this rebranding? Wheels is a perfectly appropriate name.

WHEELS is fine. We need better connection to BART

The Bus or Wheels Transit

Lidp

TVT (Tri-Valley Transit)

LAMB - Livermore Area Motor Buss

EZ Rider

I like Wheels better than any of the others. Why change it?

Tri-Valley Transit (alliterative and simple: where & what)

ADDITIONAL ROUTES

Tri-Valley Rapid

TRI-VTA (tried valley transportation authority)

TCS - Tri-valley Commuter service

Like it the way it is wheels!

TVT - Tri-Valley Transportation

LAVA BUS (Livermore and Amador Valley Access) - Your Hot Ticket to Access in the Valleys!

OR: SEAT (Southeastern Alameda Transit) - Your comfortable way to get around Tri-Valley!

ValGO

Keep it simple and direct - TTS or TVTS - Tri-Valley Transportation Service

Keep Wheels! This is a waste of \$\$.

Merge with AC Transit or rebrand the service as AC Wheels, Livermore Tri Valley Transit, Eastern Alameda County Transit, Tri Valley Transit. Those sounds more like a bus service.

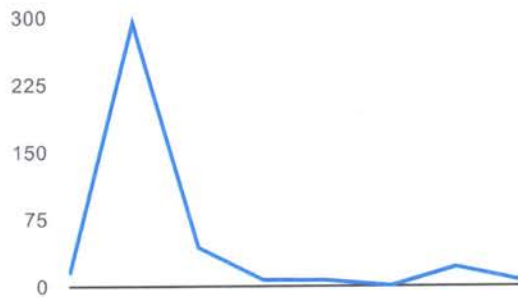
Alameda County Wheels

DePART dublin pleasanton area rapid transit

Local Motion

It's so much better that Rideo!

Number of daily responses



triGE

AGENDA

ITEM 7

STAFF REPORT

SUBJECT: Contract Award for Individualized Marketing Services

FROM: Michael Tree, Executive Director

DATE: September 26, 2016

Action Requested

Staff requests that the Project & Services Committee recommend to the LAVTA Board the award of contract for purchase of individualized marketing services to Steer Davies Gleave in the amount of \$129,950 for the period of one (1) year, with an option to extend the contract one (1) additional year. Additionally staff requests a 15% contingency for the project and authorization for the Executive Director to execute the contract.

Background

A key goal of the Wheels Forward planning effort was to optimize productivity on existing routes, particularly those routes featuring 15-minute all day frequency. Wheels Forward achieved that end, creating multiple corridors where the bus system is convenient and competes effectively with the personal automobile on destinations along the corridor. Such corridors are best marketed for lasting ridership gains using individualized marketing techniques.

Individualized marketing for public transit entails personal contact by trained travel ambassadors with individuals who live near quality transportation within a corridor. The person-centered approach allows individuals to reflect upon their travel habits in a non-controversial way and consider viable alternatives for their own personal situation, with tailored resources and information.

In May 2016, the LAVTA Board approved the FY2017 Marketing Plan that includes individualized marketing for the Santa Rita/Owens Drive corridor in the amount of \$130,000 with a 15% contingency. It is envisioned that the FY2018 Marketing Plan will include individualized marketing for the Dublin Boulevard corridor with a like budget. Each project area has approximately 6,500 households within a 5-minute walk of a Rapid (Routes 30R and 10R) bus route. The goal is to increase long-term ridership in each corridor through individualized marketing by 14% or 20,000 rides/year.

Discussion

Staff released a Request for Proposals (RFP) on August 15, 2016, seeking to procure the services of an experienced firm to conduct the individualized marketing on the Santa Rita/Owens Drive corridor in FY 2017. The RFP include a second year option for FY2018 to conduct the same individualized marketing on Dublin Boulevard. Over 300 potential vendors were sent information on the RFP. LAVTA received two proposals by the deadline of September 9, 2016 at 5:00 p.m. Both firms were interviewed on September 16, 2016. The limited number of responses did not concern staff as individualized corridor marketing for public transit is relatively new and specialized marketing technique with relatively few firms providing experience.

An Evaluation Committee, consisting of the Executive Director and the Marketing Manager, proceeded with the evaluation and scoring process as outlined in the RFP. Proposals were rated in five (5) categories and assigned points (100 total) as noted below:

Vendor has successfully implemented previous individualized marketing program	40 points
Vendor has address all deliverables clearly and provided examples	20 points
Vendor has provided additional ideas or different approaches that align with criteria and objectives	15 points
Vendor has copious internal resources dedicated to customer marketing materials and outreach efforts	10 points
Price	15 points

The proposal submitted by the team of Steer Davies Gleave from Los Angeles was found to be the most qualified and best value, followed by the proposal from the Alta Planning & Design team from Portland.

Fiscal Impact

Funds for this project, including the optional year of the contract and requested contingencies, are provided through a Transit Performance Initiative (TPI) grant that was awarded to LAVTA by MTC in May 2016.

Recommendation

Staff requests that the Project & Services Committee recommend to the LAVTA Board the award of contract for purchase of individualized marketing services to Steer Davies Gleave in the amount of \$129,950 for the period of one (1) year, with an option to extend the contract one (1) additional year. Additionally staff requests a 15% contingency for the project and authorization for the Executive Director to execute the contract.

Attachment:

1. Resolution 34-2016

RESOLUTION 34-2016

**A RESOLUTION OF THE BOARD OF DIRECTORS
OF THE LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY
AWARDING INDIVIDUALIZED MARKETING SERVICES**

WHEREAS, the LAVTA requires the services of a third party contractor to implement individualized marketing strategies for the purpose of generating customers and ridership in key corridors of the Wheels bus system ; and

WHEREAS, the agency's issued a Request for Proposals 2016-16; and

WHEREAS, Steer Davies Gleave responded to LAVTA's request for proposals and submitted a proposal which was selected as the "best value" and a responsive and responsible proposal; and

NOW, THEREFORE BE IT RESOLVED, by the Board of Directors of the Livermore Amador Valley Transit Authority that the LAVTA Board approves entering into a contract with Steer Davies Gleave for \$129,950 for year one (1) of this project, and directs the Executive Director to sign a contract on their behalf; and

BE IT FURTHER RESOLVED that the Board of Directors authorizes the Executive Director to expend a 15% contingency amount not to exceed \$19,500.

PASSED AND ADOPTED this 3rd day of October 2016.

Steven Spedowski, Chair

Attest:

Michael Tree, Executive Director

AGENDA

ITEM 8

FY2016 Goals, Strategies and Projects

Last Updated– September 20, 2016

MANAGEMENT ACTION PLAN (MAP)

Goal: Service Development

Strategies (those highlighted in bold indicate highest Board priority)

1. **Provide routes and services to meet current and future demand for timely/reliable transit service**
2. Increase accessibility to community, services, senior centers, medical facilities and jobs
3. **Optimize existing routes/services to increase productivity and response to MTC projects and studies**
4. **Improve connectivity with regional transit systems and participate in BART to Livermore project**
5. Explore innovative fare policies and pricing options
6. Provide routes and services to promote mode shift from personal car to public transit

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
Long Range Transit Plan (Agency's 30 Year Plan)	<ul style="list-style-type: none"> • Receive draft Long Range Plan from Nelson/Nygaard • Present final draft to Board • Approval 	DP	Projects/ Services	Jan 2017 Mar 2017 May 2017	→ <u>Awaiting the ACTC Park and Ride study to complete in December to move forward with Long Range Plan.</u>	
Follow-up Changes to COA Implementation	<ul style="list-style-type: none"> • Review ridership, passenger comments and on-time performance on a daily/weekly basis to determine issues that need to be resolved. 	DP	Projects/ Services	Jun 2017	→ <u>Straightened out Route 14 in downtown Livermore in Sept. Also, added a run into the Livermore Labs on 30R to get workers into lab before 7am. Evaluating the linkage of Route 1 and Route 14. Evaluating 10R on-time performance and options.</u>	

<i>Projects</i>	<i>Action Required</i>	<i>Staff</i>	<i>Board Committee</i>	<i>Target Date</i>	<i>Status</i>	<i>Task Done</i>
Comprehensive Paratransit Assessment	<ul style="list-style-type: none"> Award of Contract Public Outreach #1 Public Outreach #2 Approval of Recommendations 	DP	Projects/ Services	Nov 2016 Apr 2017 Sept 2017 Jan 2018	→ <u>RFP being advertised. Interviews scheduled for October.</u>	
Fare Study	<ul style="list-style-type: none"> Draft Fare Study Public Hearing Board Approval Implementation of Fare Changes 	DP	Projects/ Services	Oct 2016 Jan 2017 Mar 2017 July 2017	→ <u>Nelson/Nygaard currently creating the draft fare study</u>	
Signalization Improvements And Queue Jumps On Dublin Blvd	<ul style="list-style-type: none"> Award contract for signal control Award contract for queue jump Finish project 	DP	Projects/ Services	Jul 2016 Jan 2017 Jun 2017	→ <u>MTC providing planning on project. LAVTA Board awarded contract for signal control to WPS in July.</u>	

Underlined text indicates changes since last report.

<i>Projects</i>	<i>Action Required</i>	<i>Staff</i>	<i>Board Committee</i>	<i>Target Date</i>	<i>Status</i>	<i>Task Done</i>
Wheels On Demand Discount Program	<ul style="list-style-type: none"> • Get clearance from FTA • Sign Agreements with providers • Implement 	ED	Projects/ Services	Sept 2016 Oct 2016 Oct 2016	→ <u>Project description sent to FTA for approval before signing agreements with providers</u>	
<p>Goal: Marketing and Public Awareness</p> <p>Strategies (those highlighted in bold indicate highest Board priority)</p> <ol style="list-style-type: none"> 1. Continue to build the Wheels brand image, identity and value for customers 2. Improve the public image and awareness of Wheels 3. Increase two-way communication between Wheels and its customers 4. Increase ridership, particularly on the Rapid, to fully attain benefits achieved through optimum utilization of our transit system 5. Promote Wheels to New Businesses and residents 						
<i>Projects</i>	<i>Action Required</i>	<i>Staff</i>	<i>Board Committee</i>	<i>Target Date</i>	<i>Status</i>	<i>Task Done</i>
Website V2.0 Upgrades	<ul style="list-style-type: none"> • Speed up website • Develop video library • Revise homepage for quicker access to commuter info 	MKT MGR	Projects/ Services	Nov 2016 Feb 2016 Feb 2016	→ <u>Currently negotiating contract with provider to speed up website.</u>	

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
V2.0 of Timetables and Schedules With Route Changes	<ul style="list-style-type: none"> Create second version of timetables and route changes to implement new rebranding and fix route issues from COA implementation 	MKT MGR	Projects/ Services	Dec 2016	→ <u>This project will begin after rebranding study and after identification of significant route changes.</u>	
Social Media Engagement	<ul style="list-style-type: none"> Development of LAVTA goals with Facebook, Twitter, and other social media outlets such as LinkedIn, YouTube and Tumblr 	MKT MGR	Projects/ Services	Jun 2016	→Goals is to go from 550 likes to 1,000 during fiscal year and have 3% engagement. Also, set up YouTube library, and have 2-3 posts on facebook, linkedin, Twitter daily. This week agency broke the 600 barrier in likes on Facebook. Photo contest for Las Positas College on Facebook underway.	
Phone App w/Real Time Info	<ul style="list-style-type: none"> Advertise RFP Contract Award Introduce Phone App to public 	DP	Projects/ Services	Oct 2016 Dec 2016 Aug 2017	→ <u>RFP being reviewed by legal.</u>	
Wi-Fi Project	<ul style="list-style-type: none"> Install Wi-Fi on Rapid and Express buses Introduce Wi-Fi to the public through media 	DP	Projects/ Services	Oct 2016 Nov 2016	→ <u>Wi-Fi currently being installed on older Rapid buses. Software being configured.</u>	

Underlined text indicates changes since last report.

<i>Projects</i>	<i>Action Required</i>	<i>Staff</i>	<i>Board Committee</i>	<i>Target Date</i>	<i>Status</i>	<i>Task Done</i>
Wayfinding at BART Stations	<ul style="list-style-type: none"> Plan new wayfinding signage Install signage 	MKT MGR	Projects/ Services	Oct 2016 Dec 2016	→ <u>Signage included in FY 2017 budget. Signage agreed to by BART.</u>	
LAVTA Rebranding Project	<ul style="list-style-type: none"> Award of contract Surveying and Focus Groups Draft naming of services to Board Approval final naming and rebranding 	MKT MGR	Projects/ Services	Jun 2016 Aug 2016 Nov 2016 Jan 2017	→ PAVLOV awarded contract. Community survey done. Focus groups done. <u>Additional community survey on narrow list of names done. P&S Committee to discuss in Sept and provide direction.</u>	X
Individualized Marketing	<ul style="list-style-type: none"> Award Contract Development of collateral Public Outreach Campaign Review of results 	MKT MGR	Projects/ Services	Oct 2016 Mar 2017 Aug 2017 Oct 2017	→ Proposals and recommendation to be discussed at Sept P&S Committee and Oct Board meeting.	

Underlined text indicates changes since last report.

<i>Projects</i>	<i>Action Required</i>	<i>Staff</i>	<i>Board Committee</i>	<i>Target Date</i>	<i>Status</i>	<i>Task Done</i>
580X	<ul style="list-style-type: none"> • Direct Mailing #1 • Door Hangers • Direct Mailing #2 • Banner • Radio/Print 	MKT MGR	Projects/ Services	Sept 2016 Oct 2016 Nov 2016 Nov 2016 Ongoing	→ <u>Website slider and page created. Commuter coaches delivered. The first direct mailing was delivered. Ridership doubled to 5.9 rides per hour. Goal is 15 rides per hour.</u>	X
Wheels On Demand Discount Program	<ul style="list-style-type: none"> • Develop webpage slider and page • Direct mailing #1 • Direct mailing #2 • Radio and print adds 	MKT MGR	Projects/ Services	Aug 2016 Nov 2016 Jan 2016 Ongoing	→ <u>Webpage under development. Direct mailing under development. Awaiting FTA approval of program for implementation.</u>	
Relocated Rapid Shelters No Longer Served By Rapid	<ul style="list-style-type: none"> • Engineering work • Bid relocation work • Improvements to site • Relocation of shelters 	AS	Projects/ Services	Nov 2016 Dec 2016 Jan 2017 Feb 2017	→ <u>Engineering service proposals being received. Final relation plan being developed.</u>	

Underlined text indicates changes since last report.

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
Dispose of Shelters Past Useful Life No Longer Served By Route	<ul style="list-style-type: none"> Identify shelters Procure contractor Dispose of shelters 	AS	Projects/ Services	Sept 2016 Oct 2016 Nov 2016	→ <u>Awaiting burn in period with new routes to make sure no route modifications are needed. Staff has identified shelters past useful life that need to be disposed.</u>	X
Remove Bus Stop Signage No Longer Served By Routes	<ul style="list-style-type: none"> Removal of bus stop signs by MV 	AS	Projects/ Services	Oct 2016	→ Currently 72 stops have temporary no service signs affixed too bus signs/pole. Signs will be removed in Sept and Oct.	
Relocate Shelters Not Past Useful Life That Are On Routes No Longer Served	<ul style="list-style-type: none"> Identify shelters Identify new locations for shelters Make site improvements Relocate shelters 	AS	Projects/ Services	Sept 2016 Oct 2016 Jan 2017 Feb 2017	→ <u>Shelters identified. Staff awaiting ridership #s from route improvements to determine new locations for shelters. Currently, shelters have signage on them indicating that they are no longer served.</u>	X
Replace Shelters Past Useful Life That Are On Current Routes	<ul style="list-style-type: none"> Identify shelters Bid fabrication of new shelters Install 	AS	Projects/ Services	Oct 2016 Jan 2016 Apr 2016	→ <u>Shelters being identified. Current plan is to replace them with metro style shelters to accommodate artwork.</u>	

<i>Projects</i>	<i>Action Required</i>	<i>Staff</i>	<i>Board Committee</i>	<i>Target Date</i>	<i>Status</i>	<i>Task Done</i>
Rehabilitate Rapid Benches (wood)	<ul style="list-style-type: none"> Award contract Finish contract 	AS	Projects/ Services	Nov 2016 Mar 2017	→ <u>There are more than 50 wood benches that need to be stained and clear coat applied. Working on bid specifications.</u>	
Rehabilitate Rapid Shelters And Signage With Rust	<ul style="list-style-type: none"> Award contract Finish Contract 	AS	Projects/ Services	Nov 2016 Apr 2017	→ <u>Correct rust issues on Rapid shelters and monument signage.</u>	
Purchase And Install Light Kits	<ul style="list-style-type: none"> Identify shelters in need of light kits Delivery of light kits Complete Installation of light kits 	AS	Projects/ Services	Nov 2016 Nov 2016 Jan 2017	→ <u>Currently awaiting ridership numbers from route improvements to determine shelters to receive light kits.</u>	
Get Caught Up On Deferred Maintenance of Bus Shelters	<ul style="list-style-type: none"> Monitor spreadsheet of deferred maintenance to ensure maintenance is completed by end of FY2017 	AS	Projects/ Services	Jun 2017	→ <u>Staff currently monitoring spreadsheet containing deficiencies.</u>	

<i>Projects</i>	<i>Action Required</i>	<i>Staff</i>	<i>Board Committee</i>	<i>Target Date</i>	<i>Status</i>	<i>Task Done</i>
-----------------	------------------------	--------------	------------------------	--------------------	---------------	------------------

Goal: Community and Economic Development

Strategies (those highlighted in bold indicate highest Board priority)

1. Integrate transit into local economic development plans
2. Advocate for increased TOD from member agencies and MTC
- 3. Partner with employers in the use of transit to meet TDM goals & requirements**

<i>Projects</i>	<i>Action Required</i>	<i>Staff</i>	<i>Board Committee</i>	<i>Target Date</i>	<i>Status</i>	<i>Task Done</i>
ACTC: Measure BB Transit Student Pass Program	<ul style="list-style-type: none"> Assist ACTC in promoting the student passes Monitor effectiveness of the program and capacity issues 	DP	Projects/ Services	Ongoing Ongoing	→ <u>Currently 66 passes sold. Staff monitoring opportunities to assist promotion.</u>	
Las Positas College Student, Faculty, Staff Pass Program	<ul style="list-style-type: none"> Relocate Rapid shelters Implement Pass Marketing campaign on campus Review analytics and create long-term purchase plan from college 	MKT MGR	Projects/ Services	Aug 2016 Aug 2016 Ongoing Jan 2017	→ <u>Installed shelters and implemented Easy Pass. First two weeks ridership doubled over previous year. Goal is to increase ridership 7X over last year and seek long-term funding for the pass. Marketing to date includes e-blasts, web slider/page, LPC web link, yard signs, ambassadors on campus weekly.</u>	X X
Charter School Easy Pass Program	<ul style="list-style-type: none"> High School Relocation Implementation of Pass Promotion by HS Review analytics and create long term funding plan 	MKT MGR	Projects/ Services	Sept 2016 Oct 2016 Ongoing Mar 2016	→ <u>High School recently moved to new location on 30R. Discussing with administration the Easy Pass.</u>	

Underlined text indicates changes since last report.

<i>Projects</i>	<i>Action Required</i>	<i>Staff</i>	<i>Board Committee</i>	<i>Target Date</i>	<i>Status</i>	<i>Task Done</i>
Plan For TOD Project At Livermore Transit Center	<ul style="list-style-type: none"> Tour of TC area by Projects and Services Committee Apply for planning grant jointly with City 	PM	Projects/ Services	Sept 2016 Oct 2016	→ <u>Staff discussing with Council Members from Livermore</u>	
Historic Train Depot Relocation at Livermore Transit Center	<ul style="list-style-type: none"> City Award of Project Demo of TC Customers Service Buildings Finish Relocation/Renovation 	PM	Projects/ Services	Nov 2016 Dec 2016 Oct 2017	→ <u>City in process of releasing bid documents for project. FTA clearance given to demo current customer service buildings.</u>	
<p>Goal: Regional Leadership</p> <p>Strategies (those highlighted in bold indicate highest Board priority)</p> <ol style="list-style-type: none"> 1. Advocate for local, regional, state, and federal policies that support mission of Wheels 2. Support staff involvement in leadership roles representing regional, state, and federal forums 3. Promote transit priority initiatives with member agencies 4. Support regional initiatives that support mobility convenience 						
<i>Projects</i>	<i>Action Required</i>	<i>Staff</i>	<i>Board Committee</i>	<i>Target Date</i>	<i>Status</i>	<i>Task Done</i>
Altamont Regional Rail Working Group	<ul style="list-style-type: none"> Hire Executive Consultant Strategic planning and implementation by Working Group 	ED	Projects/ Services	Oct 2015 Mar 2017	→ <u>Currently advertising for Exec position. MTC Commission to consider approval of funding on Sept 28th. On tract to hire position in October.</u>	

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
2017 Legislative Plan	<ul style="list-style-type: none"> Research on common issues within regional planning agencies and transit agencies Creation of 2017 Legislative Plan and review/approval by the Board and provide support for key legislation. 	Exec Dir	Finance/ Admin	Dec 2016 Jan <u>2017</u>	→ <u>Research being done on emerging priorities at local, state and federal level. 2017 Legislative Plan to be approved by Board in January. Staff monitoring new legislative cycle.</u>	

Goal: Organizational Effectiveness

Strategies (those highlighted in bold indicate highest Board priority)

- Promote system wide continuous quality improvement initiatives
- Continue to expand the partnership with contract staff to strengthen teamwork and morale and enhance the quality of service
- 3. Establish performance based metrics with action plans for improvement; monitor, improve, and report on-time performance and productivity**
- HR development with focus on employee quality of life and strengthening of technical resources
- Enhance and improve organizational structures, processes and procedures to increase system effectiveness
- Develop policies that hold Board and staff accountable, providing clear direction through sound policy making decisions

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
Install Updated Version Of Viewpoint Software	<ul style="list-style-type: none"> Install software update Training on Software 	DP	Projects/ Services	Sept 2016 Sept 2016	→ <u>Software installed and training to take place in third week of September. Software will allow staff to better monitor system performance.</u>	
Performance Metrics Improvement	<ul style="list-style-type: none"> Staff setting up aggressive monitoring of key performance metrics: on-time performance, accidents and customer service. 	DP	Projects/ Services	July 2016	→ <u>Staff to begin monitoring through Viewpoint. Weekly meeting to discuss key metrics at staff level.</u>	

<i>Projects</i>	<i>Action Required</i>	<i>Staff</i>	<i>Board Committee</i>	<i>Target Date</i>	<i>Status</i>	<i>Task Done</i>
MTM Contract Oversight	<ul style="list-style-type: none"> Staff reviewing monthly statistics to ensure accuracy Staff working with contractor on seven focus areas to ensure only those using service are those eligible 	PD	Projects/ Services	Ongoing Ongoing	→ Contractor has recently purchased Trapeze software. Statistics appear to be accurate. Staff monitoring. Eligibility interviews being conducted. Paratransit assessment being procured.	
MV Contract Oversight	<ul style="list-style-type: none"> Create and Implement Monitoring Plan of Contract Provide updates to Board on key trends 	AS	Projects/ Services	Oct 2016 Ongoing	→ In process of creating monitoring plan.	
Goal: Financial Management Strategies (those highlighted in bold indicate highest Board priority) 1. Develop budget in accordance with strategic Plan, integrating fiscal review processes into all decisions 2. Explore and develop revenue generating opportunities 3. Maintain fiscally responsible long range capital and operating plans						
<i>Projects</i>	<i>Action Required</i>	<i>Staff</i>	<i>Board Committee</i>	<i>Target Date</i>	<i>Status</i>	<i>Task Done</i>
FY16 Comprehensive Annual Financial Report	<ul style="list-style-type: none"> Complete financial audit and all required reporting to Board, local, regional and state agencies. 	DA	Finance/ Admin	Dec 2016	→ Audit to be completed in Sept 2016. Final presentations to Board Dec 2016.	

<i>Projects</i>	<i>Action Required</i>	<i>Staff</i>	<i>Board Committee</i>	<i>Target Date</i>	<i>Status</i>	<i>Task Done</i>
-----------------	------------------------	--------------	------------------------	--------------------	---------------	------------------

<i>Other:</i>						
Transit Center Concrete Project In Bus Driving Isle	<ul style="list-style-type: none"> Perform demo of asphalt and construction of concrete in driving isle. 	PM	Projects/ Services	Apr 2017	→ Utilizing City concrete contract. Asphalt to be removed and construction completed in April of 2017.	
Administrative Offices Asphalt and ADA Project	<ul style="list-style-type: none"> Award Contract Finish Improvements 	PM	Projects/ Services	Oct 2016 Nov 2016	→Project being rebid in September.	
SAV Project	<ul style="list-style-type: none"> Acquire funding to begin project Acquire legislation to test SAVs. Purchase SAVs for testing. 	PD	Projects/ Services	Oct 2016 Dec 2017 Feb 2018	→ <u>Staff is working with AQMD to acquire \$1 million in funding in exchange for advertising. Staff monitoring Governor and the pending legislation that will allow Bishop Ranch testing of SAVs.</u>	
Replace Steam Bay Lift	<ul style="list-style-type: none"> Bid project Complete install 	DA	Projects/ Services	Oct 2016 Jan 2017	→ <u>The bus lift in the steam room used to clean engines and undercarriage of buses recently failed. It is past it's useful life and staff is evaluating budget to replace. Estimated cost of \$175,000.</u>	

<i>Projects</i>	<i>Action Required</i>	<i>Staff</i>	<i>Board Committee</i>	<i>Target Date</i>	<i>Status</i>	<i>Task Done</i>
2017 Gillig Bus Purchase (20 buses)	<ul style="list-style-type: none"> Award contract for bus purchase Board approval on bus purchases Delivery of buses 	DA	Projects/ Services	Sept 2016 Nov 2016	→ Board approved contract with Gillig for future bus purchases. Board to consider purchase order for buses in October or November for a delivery date in May from new Gillig factory.	X

AGENDA

ITEM 9

LAVTA COMMITTEE ITEMS - SEPTEMBER 2016 - JANUARY 2017

Projects & Services Committee

September

	Action	Info
Minutes	X	
Fixed Route Customer Satisfaction		X
Relocation of Livermore Historic Train Depot		X

October

	Action	Info
Minutes	X	
Winter Service Changes	X	
COA Update		X

November

	Action	Info
Minutes	X	
Paratransit Customer Satisfaction		X
Quarterly Operations		X
Quarterly Marketing		X
Award of Phone App.	X	

December

	Action	
Minutes	X	
Fare Study Recommendations	X	

January

	Action	Info
Minutes (November)	X	